

Daniel J Nellius

Principal

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Dan Nellius' career includes 35-years with PwC, IBM and most recently as the CEO of Image API. Image API, a private equity portfolio company, was focused on business process outsourcing and custom software solutions for the state and local government. Mr. Nellius transformed the company from an imaging services provider to a disruptive SaaS Digital Content Management (DCM) solutions and product company and establishing strategic partnerships including Amazon Web Services (AWS). Achieved AWS Advanced Partner Status, Well Architected Review, and Government Competency in 12 months. Redefined the business model including offerings, products, sales and marketing, channels, service level agreements, service organization controls, contracts, and contract vehicles. Invested in DCM SaaS software solutions and increased net new business and gross margins on existing contracts and all new business. Significantly reduced operating costs, recruited top talent, realigned existing talent, established operational controls and certifications and managed financial/board level reporting.

Mr. Nellius held several executive leadership roles at IBM following the acquisition of PwC's consulting business. He was the Americas Solution and Delivery Leader for all commercial industries for Advanced and Innovative Solutions. Responsible for all programs and projects in e-commerce, custom systems, mobile, social, cloud, software-as-a-service, and integrated analytics. Established closed loop solution operating model addressing value propositions, proposals, negotiations, contracting, delivery and acceptance. Success achieved through development and deployment of proposal and delivery management assets designed to improve quality, speed of delivery, and labor reduction to drive profit expansion. Designed and implemented new operating model nationally and then assisted in global rollout. Team included 110 partners and associate partners.

Served as the Americas Industrial Sector Advanced and Innovative Technology Solutions leader from 2009–2012. Responsible for consulting practice serving automotive, electronics, petroleum, and industrial products industries. Identified and developed solutions in sales, service, product life-cycle management, and financial/cost management leading to full life-cycle implementations of e-commerce, portal, mobile/wireless, analytics and other unique solutions. Also managed transitions to application management services.

Served as the World-Wide Oracle CRM/Siebel Leader. Led multi-billion-dollar business across all industries and geographies. Managed senior executive relationships with largest and most strategic clients on a global basis. Provided executive sales support to close key opportunities. Responsible for developing sales and delivery assets, evaluating investments, and developing thought leadership. Developed center of expertise that improved win rates, delivery quality and profitability. Achieved 50% growth in 24 months.

Served as Lead Partner and VP for Americas Communications CRM from 2002-2007. Team included 350 resources (1200+ resources including cost centers) serving the telecommunications, entertainment and media and utilities industries. Led the integration of the PwC's CRM consulting practice with IBM's consulting practice in 2002. Developed and sold key business value definition (phase zero) projects designed to pull through more highly-leveraged and profitable services projects.

Mr. Nellius joined PwC in 1986 following several years with General Electric Consulting and prior roles in sales and retail management. As a PwC partner, he served clients in financial services, travel and transportation, telecommunications, and information and entertainment companies. His expertise was the effective use of advanced technologies to drive business performance in sales, marketing, service, and customer care. He served in a variety of leadership positions and developed and instructed technology consulting courses for PwC's national education events.

Mr. Nellius holds a Bachelor's Degree in Arts and Sciences from University of Delaware - 1982.